

16. (New) The process of claim 15, wherein the step of capturing a look and feel description further comprises the step of providing an interface for an end user to edit the identified look and feel elements.

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17. (New) The process of claim 5, and further comprising the step of deriving contextual information from the page on the host website including the provided link by analyzing keywords embedded within the page.

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18. (New) The process of claim 5, and further comprising the step of deriving contextual information from the page on the host website including the provided link by analyzing the full text of the page.

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19. (New) The system of claim 6, and further comprising a communications link to the host website, and wherein the processor executes instructions for performing the step of capturing a look and feel by performing the steps of:

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- (1) receiving an identification for an example page from the host website;
 - (2) retrieving the example page via a communication link to the host website; and
 - (3) identifying look and feel elements within the retrieved example page.

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20. (New) The system of claim 19, wherein the communications link to the host website and the communications link to the visitor computer use a common communications interface.

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21. (New) An e-commerce outsourcing system providing a host website in communication with a visitor computer with context sensitive, transparent e-commerce support pages, comprising:

- a) storing means for storing a look and feel description associated with a host website;
- b) communications means for allowing the system to communicate with one or more host websites or one or more visitor computers;
- c) look and feel capture means for capturing a look and feel description associated with a host website and for storing the captured look and feel description in the storing means;
- d) link generation means for providing the host website with a link for inclusion within a page on the host website correlating the host website with a selected commerce object; and
- e) link activation means for serving an e-commerce supported page via the communications means with a look and feel corresponding to the captured look and feel description of the host website associated with the provided link and with content based on the selected commerce object upon receipt of an activation of the provided link via the communications means.

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22. (New) The system of claim 21, wherein the selected commerce object is an indicator for dynamic content selection and wherein the content within the served page is dynamically selected according to contextual information derived from the page on the host website including the provided link.

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Please cancel claims 13 and 14 without prejudice or disclaimer.